



U.S. Army 2005 MWR Leisure Needs Survey Results

Area III - Humphreys Korea

BRIEFING OUTLINE

Area III - Humphreys

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Area III - Humphreys

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Area III - Humphreys

▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,554 surveys were distributed at Area III - Humphreys



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

Area III - Humphreys

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Area III - Humphreys

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Area III - Humphreys:					
Active Duty	5,097	1,193	135	11.32%	±8.32%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	440	361	34	9.42%	±16.14%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	5,537	1,554	169	10.88%	±7.42%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

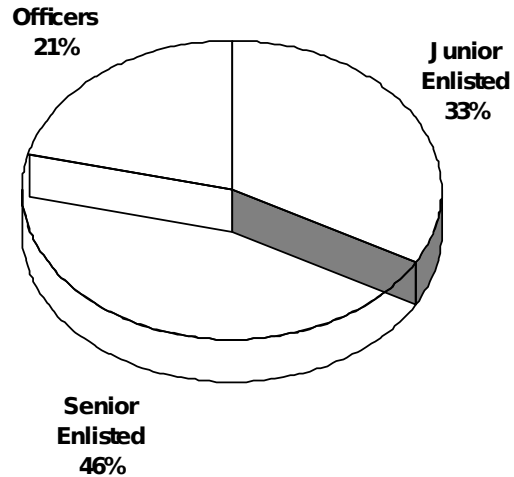
PATRON SAMPLE*

Area III - Humphreys

RESPONDENT POPULATION SEGMENTS

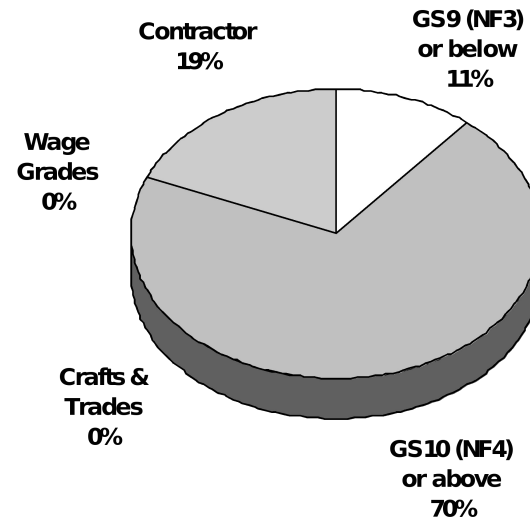
ACTIVE DUTY

(n = 124)



CIVILIANS

(n = 27)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

Area III - Humphreys

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT AREA III - HUMPHREYS

Area III - Humphreys

MOST FREQUENTLY USED FACILITIES

Bowling Center	61%
Library	57%
Bowling Food & Beverage	46%
Athletic Fields	41%
Car Wash	39%

LEAST FREQUENTLY USED FACILITIES

School Age Services	10%
Outdoor Recreation Center	10%
Youth Center	10%
Arts & Crafts Center	14%
Bowling Pro Shop	15%

MWR PROGRAMS & FACILITIES: SATISFACTION AT AREA III - HUMPHREYS*

Area III - Humphreys

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Bowling Center	4.53
Youth Center	4.44
Bowling Pro Shop	4.37
School Age Services	4.24
Army Lodging	4.14

FACILITIES WITH LOWEST SATISFACTION RATINGS*

BOSS	3.64
Multipurpose Sports/Tennis Courts	3.66
Arts & Crafts Center	3.83
Athletic Fields	3.87
Bowling Food & Beverage	3.97

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT AREA III - HUMPHREYS*

Area III - Humphreys

FACILITIES WITH HIGHEST QUALITY RATINGS*

Bowling Center	4.44
Youth Center	4.41
Bowling Pro Shop	4.32
School Age Services	4.24
Army Lodging	4.24

FACILITIES WITH LOWEST QUALITY RATINGS*

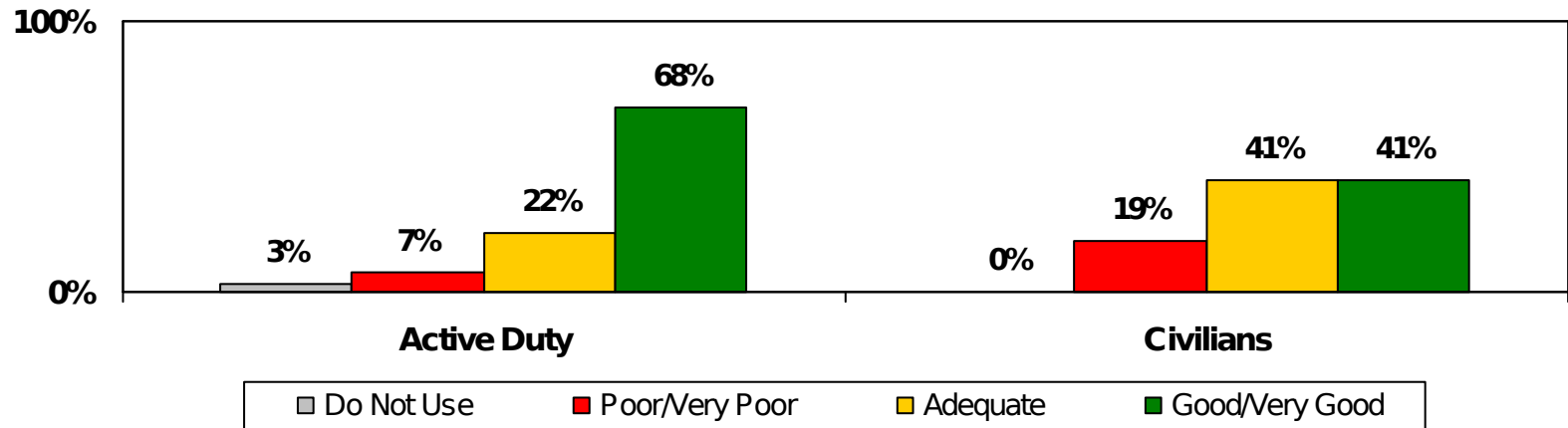
Multipurpose Sports/Tennis Courts	3.65
BOSS	3.80
Athletic Fields	3.81
Arts & Crafts Center	3.86
Outdoor Recreation Center	3.88

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

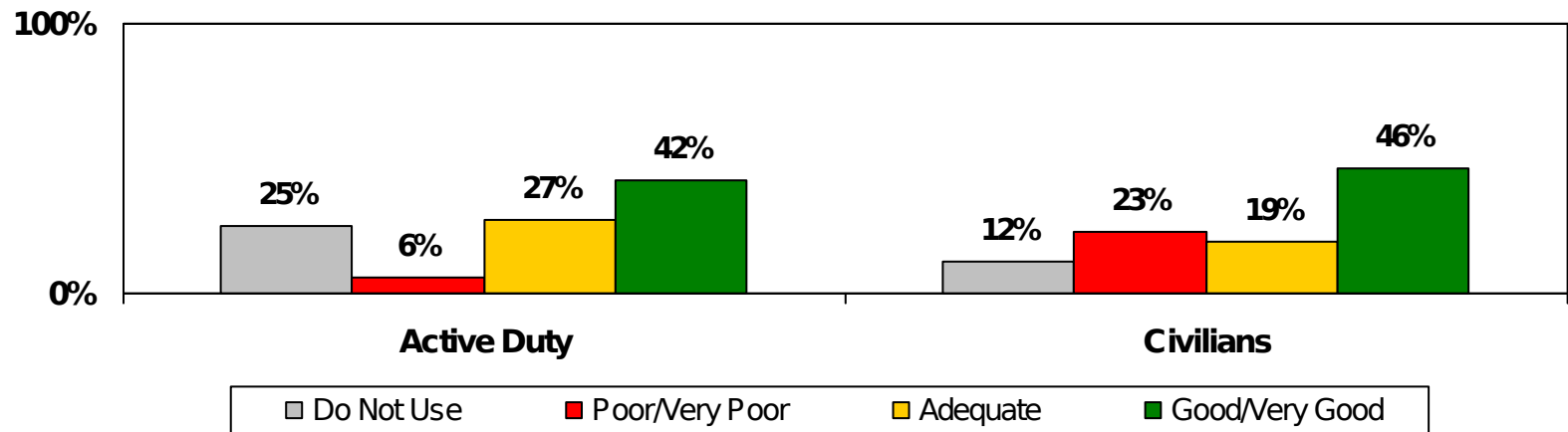
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Area III - Humphreys

Quality of On-Post Services



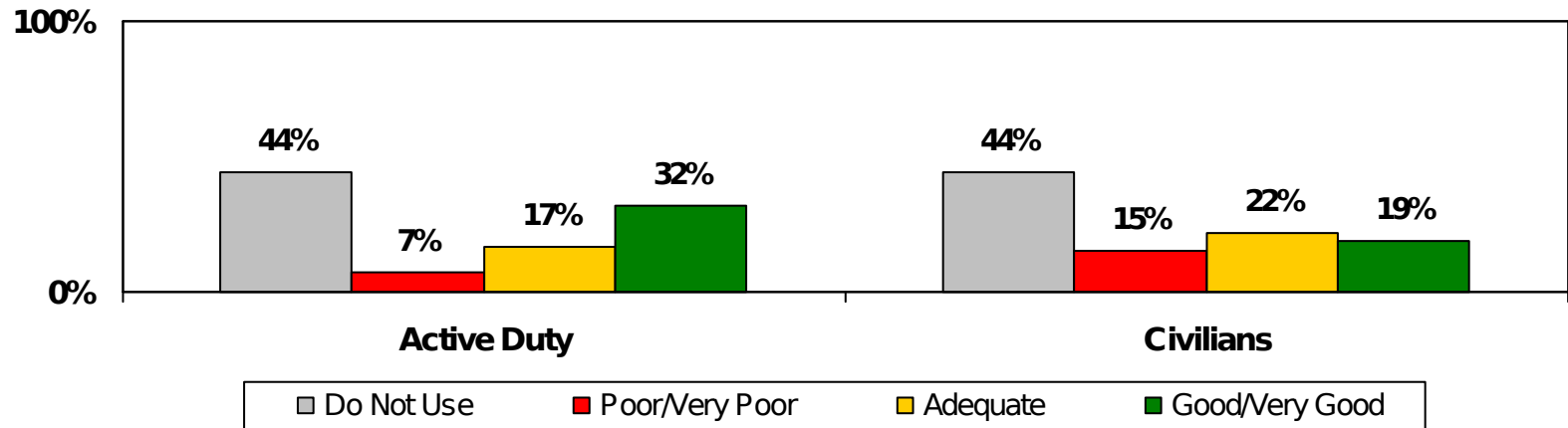
Quality of Off-Post Services



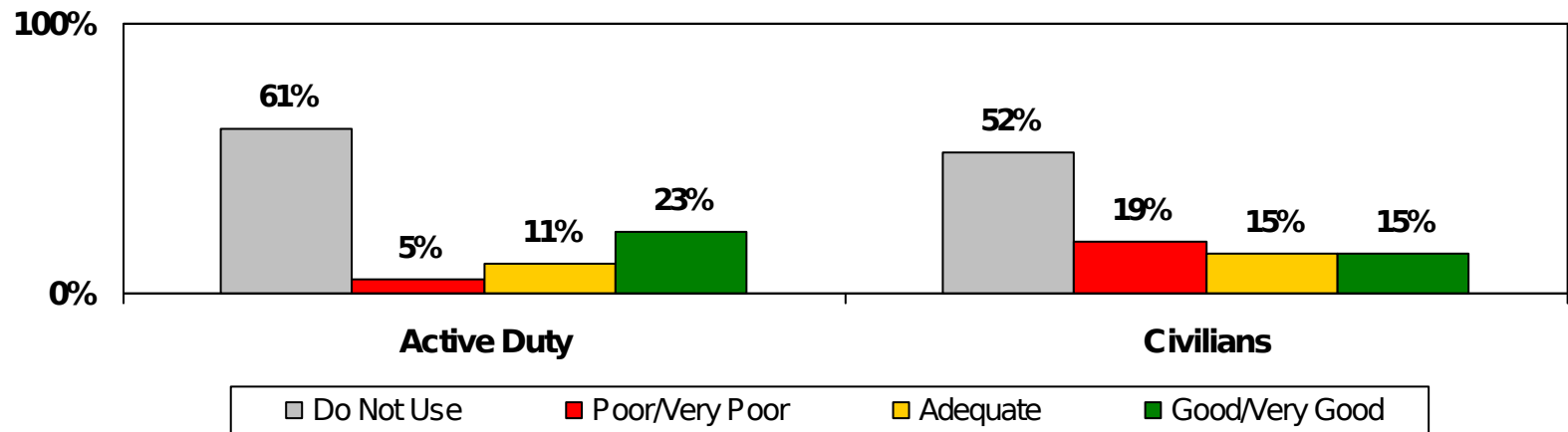
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Area III - Humphreys

Quality of On-Post Services



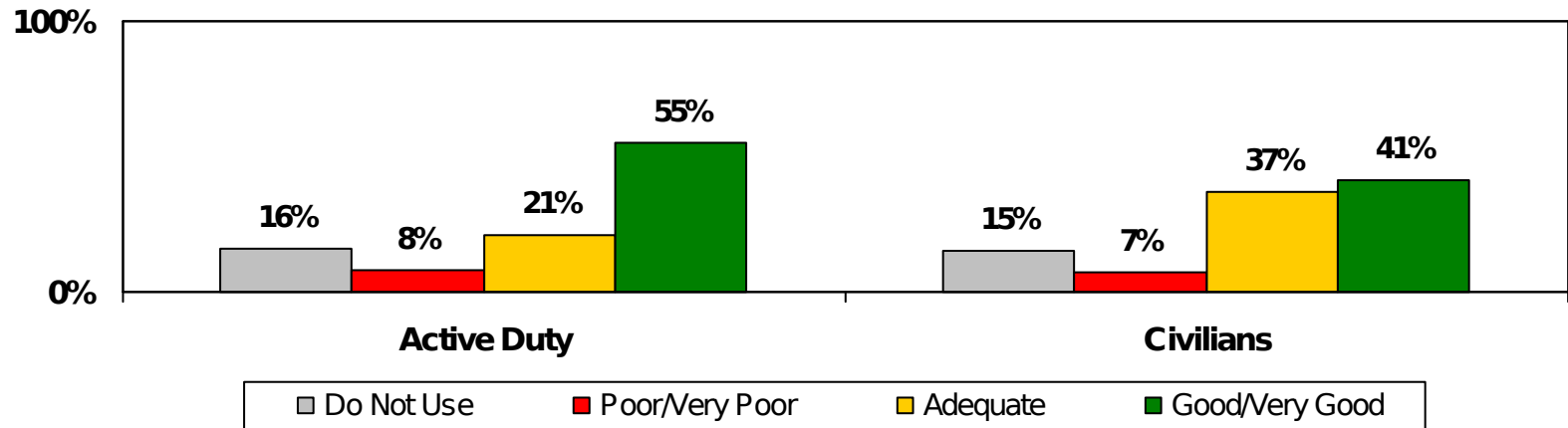
Quality of Off-Post Services



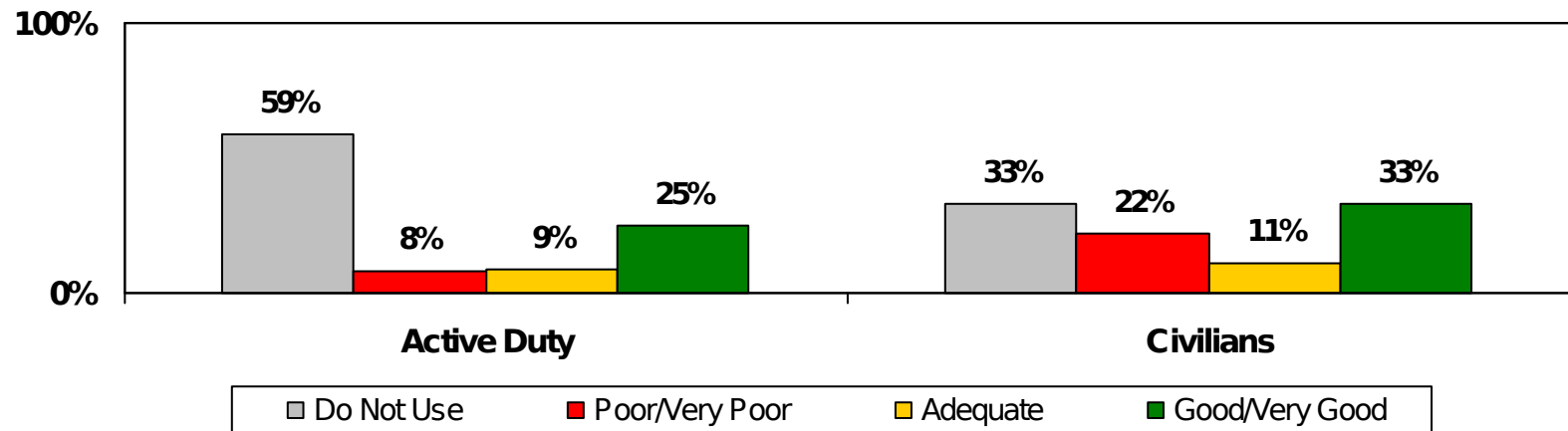
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Area III - Humphreys

Quality of On-Post Services

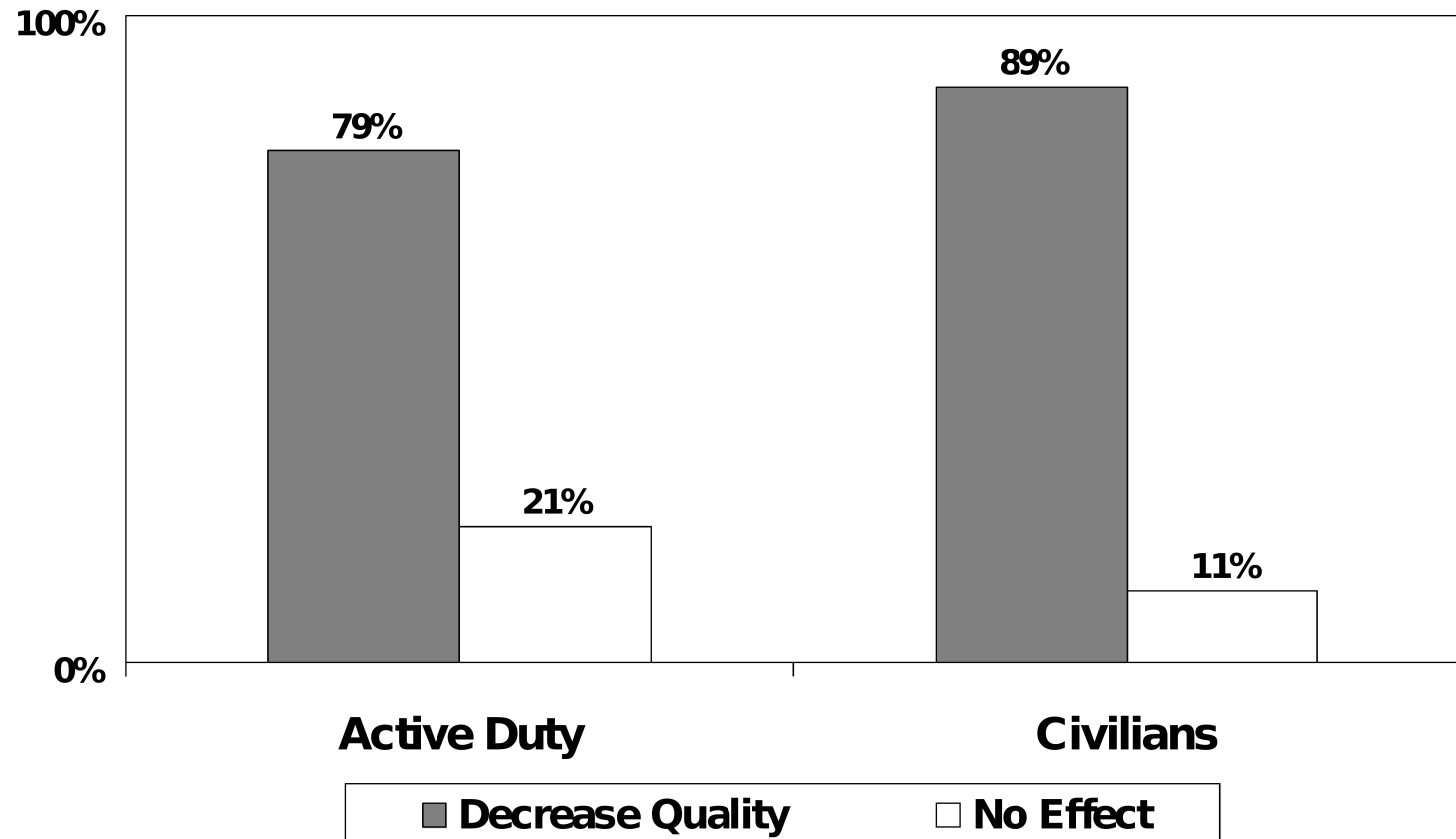


Quality of Off-Post Services



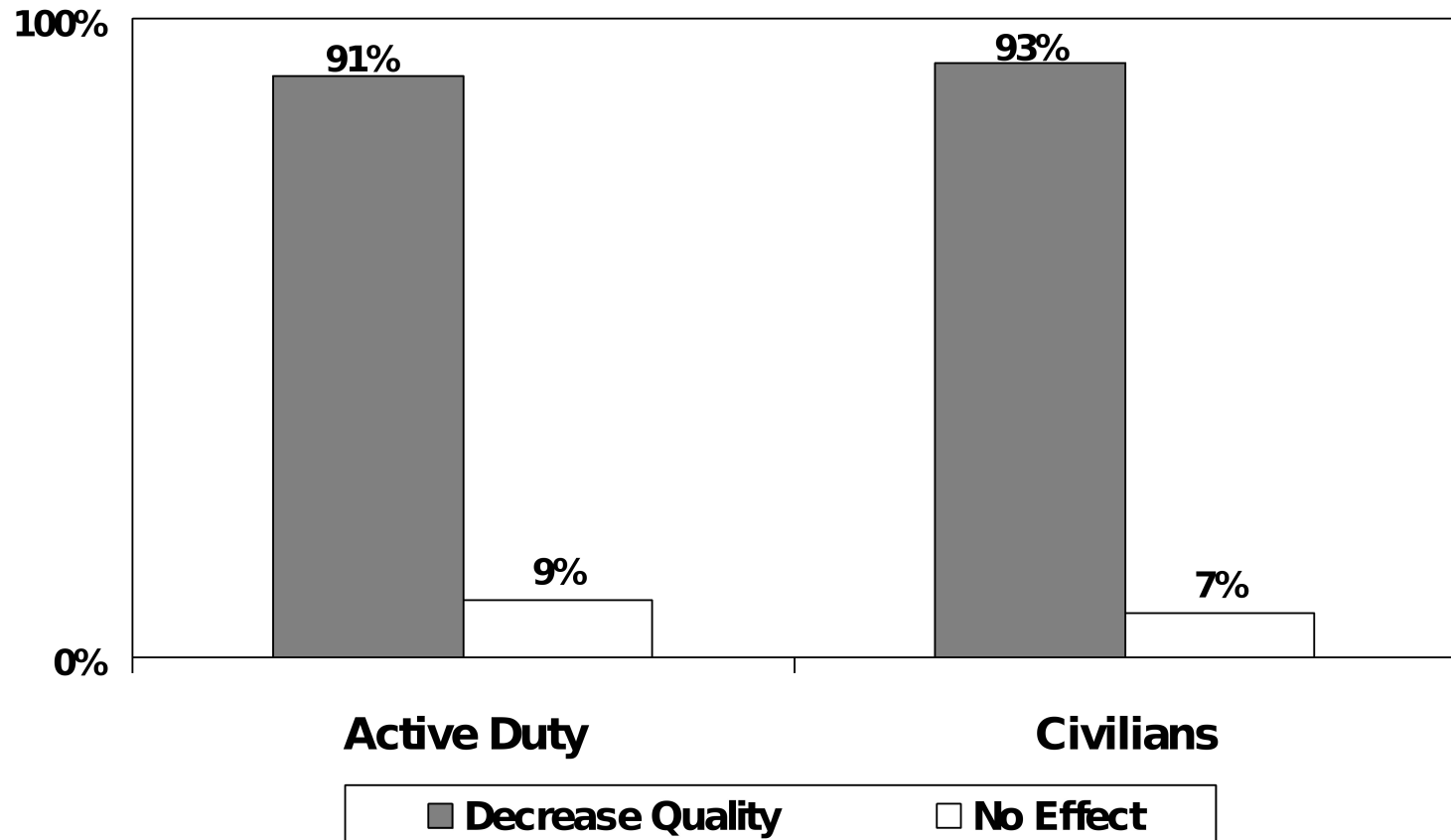
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area III - Humphreys



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area III - Humphreys



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Area III - Humphreys

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	81%
Army Lodging	75%
Library	67%
Swimming Pool	66%
Athletic Fields	53%
Bowling Center	50%
Recreation/Community Activity Center	42%

RV Park	83%
Cabins & Campgrounds	56%
Golf Course Pro Shop	56%
Golf Course Food & Beverage	50%
Arts & Crafts Center	50%
Golf Course	47%
Bowling Pro Shop	35%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Area III - Humphreys

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	16%	22%	17%
E-mail	41%	67%	43%
Friends and neighbors	45%	41%	45%
Family Readiness Groups (FRGs)	8%	7%	8%
Bulletin boards on post	61%	56%	61%
Post newspaper	39%	41%	39%
MWR publications	46%	67%	48%
Radio	28%	26%	28%
Television	28%	37%	29%
My child(ren) let(s) me know	4%	4%	4%
Other unit members or co-workers	33%	33%	33%
Unit or post commander or supervisor	21%	22%	21%
Marquees/billboards	37%	33%	37%
Flyers	43%	44%	43%
Other	8%	11%	8%
I never hear anything	1%	0%	1%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Area III - Humphreys

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	90%
Better Opportunities for Single Soldiers	44%
Army Community Service	48%
MWR Programs and Services	82%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Area III - Humphreys

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	44%	85%	15%
Outreach programs	35%	96%	4%
Family Readiness Groups	47%	73%	27%
Relocation Readiness Program	52%	86%	14%
Family Advocacy Program	51%	84%	16%
Crisis intervention	35%	89%	11%
Money management classes, budgeting assistance	52%	78%	22%
Financial counseling, including tax assistance	56%	81%	19%
Consumer information	30%	81%	19%
Employment Readiness Program	36%	75%	25%
Foster child care	17%	100%	0%
Exceptional Family Member Program	40%	67%	33%
Army Family Team Building	34%	67%	33%
Army Family Action Plan	32%	63%	37%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

Area III - Humphreys

POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	40%
Personal job performance/readiness	41%
Unit cohesion and teamwork	39%
Unit readiness	45%
Relationship with my spouse	38%
Relationship with my children	37%
My family's adjustment to Army life	45%
Family preparedness for deployments	37%
Ability to manage my finances	39%
Feeling that I am part of the military community	45%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

Area III - Humphreys

POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	79%
Helps minimize lost duty/work time due to lack of child care/youth services	79%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	72%
Allows me to work outside my home	79%
Allows me to work at home	64%
Offers me an employment opportunity within the CYS program	62%
Allows me/my spouse to better concentrate on my/our job(s)	94%
Provides positive growth and development opportunities for my children	90%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

Area III - Humphreys

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	44%
Personal job performance/readiness	38%
Unit cohesion and teamwork	52%
Unit readiness	44%
Ability to manage my finances	29%
Feeling that I am part of the military community	35%
Relationship with my children (single parents)	36%
My family's adjustment to Army life (single parents)	36%
Family preparedness for deployments (single parents)	27%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Area III - Humphreys

Top 10 Leisure Activities for All Respondents

Night clubs/lounges	60%
Entertaining guests at home	51%
Internet access/applications (home)	51%
Happy hour/social hour	48%
Reading	45%
Multimedia (videos, DVDs, CDs)	37%
Internet access (library)	35%
Dancing	35%
Basketball	34%
Digital photography	32%

Top 5 for Active Duty

Night clubs/lounges	61%
Internet access/applications (home)	51%
Entertaining guests at home	49%
Happy hour/social hour	48%
Reading	47%

Top 5 for Civilians

Entertaining guests at home	70%
Happy hour/social hour	50%
Group exercise classes	50%
Special family events	48%
Night clubs/lounges	46%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Area III - Humphreys

Team Sports

Basketball	34%
Softball	31%
Touch/flag football	26%
Soccer	22%
Volleyball	21%

Outdoor Recreation

Bicycle riding/mountain biking	27%
Going to beaches/lakes	25%
Camping/hiking/backpacking	18%
Picnicking	16%
Paintball	12%

Social

Night clubs/lounges	60%
Entertaining guests at home	51%
Happy hour/social hour	48%
Dancing	35%
Specially arranged shopping trips	27%

Sports and Fitness

Running/jogging	12%
Weight/strength training	9%
Cardiovascular equipment	8%
Walking	8%
Bowling	7%

Entertainment

Watching TV, videotapes, and DVDs	17%
Going to movie theaters	12%
Card/table games	12%
Festivals/events	11%
Billiards/game room/video arcades	10%

Special Interests

Internet access/applications (home)	51%
Digital photography	32%
Automotive detailing/washing	31%
Computer games	27%
Automotive maintenance & repair	23%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Area III - Humphreys

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	45%	N/A	45%
Multimedia (videos, DVDs, CDs)	37%	N/A	37%
Internet access (library)	35%	N/A	35%
Basketball	32%	2%	34%
Reference/research services	31%	N/A	31%
Study/self-development	31%	N/A	31%
Softball	31%	0%	31%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

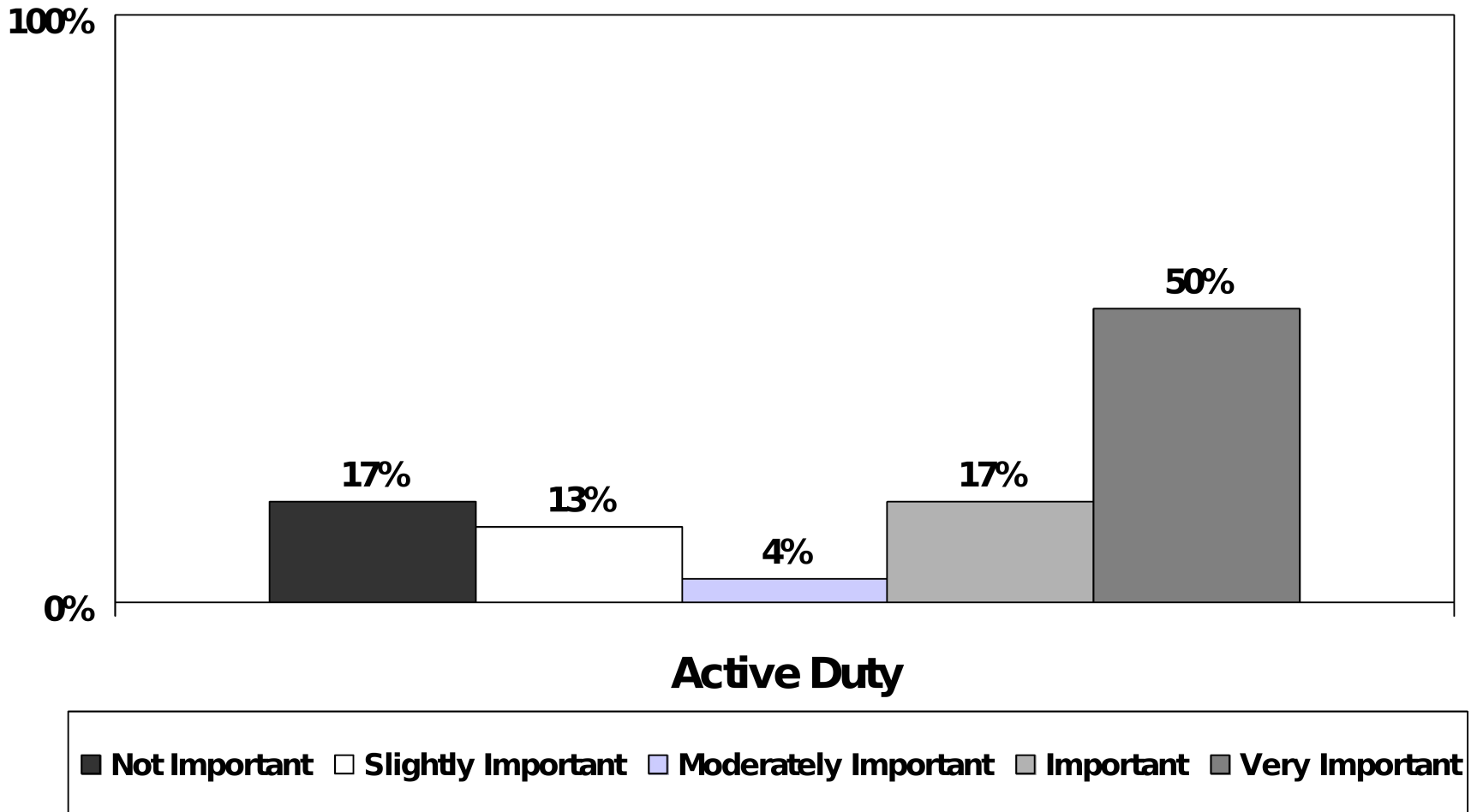
Area III - Humphreys

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	15%	3%	33%	51%
Digital photography	5%	10%	16%	32%
Automotive detailing/washing	26%	3%	1%	31%
Computer games	9%	0%	17%	27%
Automotive maintenance & repair	14%	6%	3%	23%
Picture framing	5%	2%	5%	11%
Computer graphics/design	3%	0%	8%	11%

*Top 7 special interest activity preferences ranked by overall participation.

DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

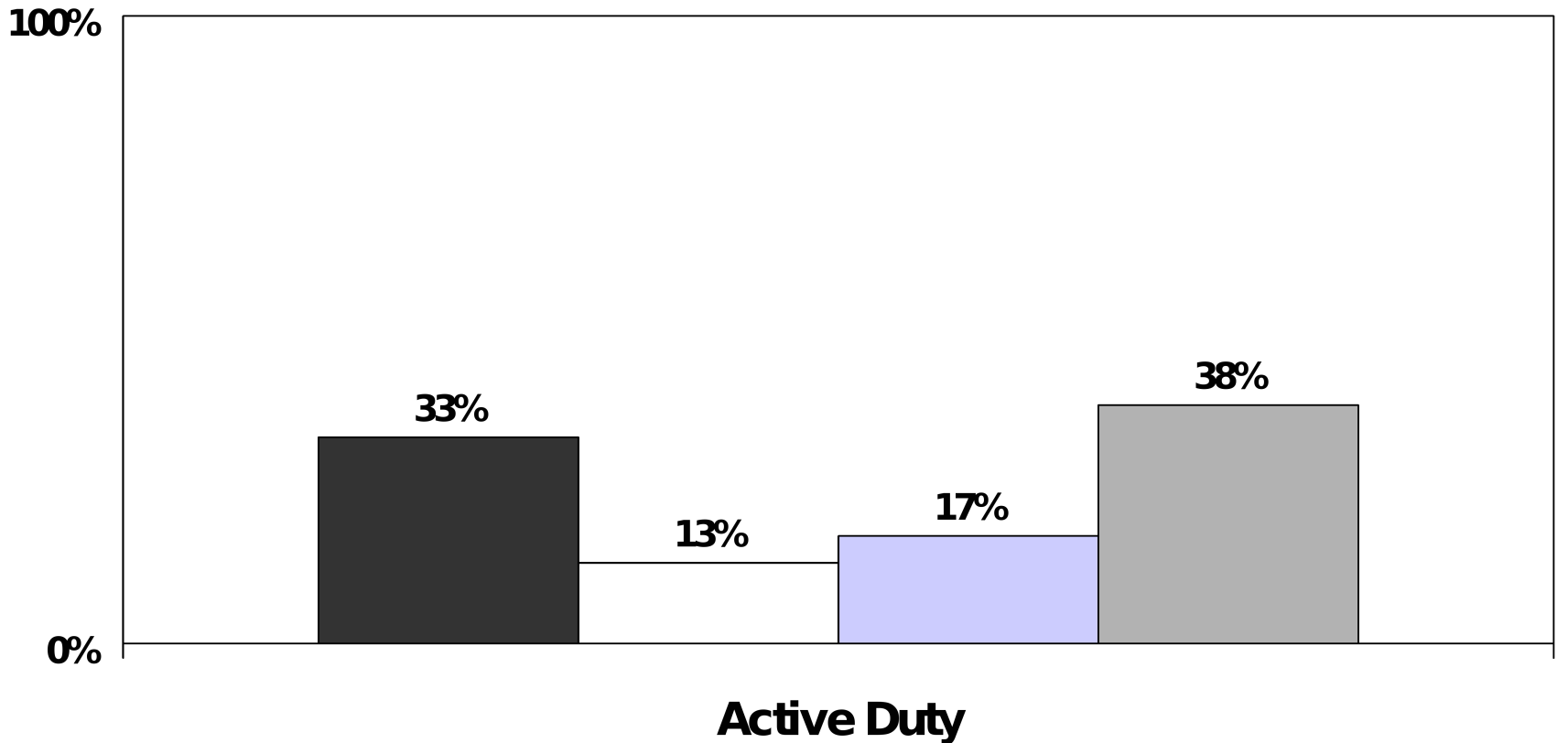
Area III - Humphreys



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

Area III - Humphreys

INSTALLATION



■ Did Not Use □ Less Than Once Per Month ■ 1-3 Times Per Month ■ 4 or More Times Per Month

CAREER INTENTIONS: ACTIVE DUTY

Area III - Humphreys

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	12%
Probably will not make military a career	8%
Undecided	19%
Probably will make military a career	13%
Definitely will make military a career	48%

NEXT STEPS

Area III - Humphreys

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)